

2017

YEAR IN REVIEW



Dear Tourism Industry Partners and Friends,

As we close the page of another successful tourism year, I would like to thank each and every one in the tourism industry for their enthusiasm and passion. It has been remarkable to see the devotion all have put in to ensure our guests from around the world enjoy our county, experience our culture and witness our one-of-a-kind landscapes.

We have seen an incredible increase in the transient room tax collection once again, as well as collection increases in other tourism related taxes, such as the restaurant and resort community tax. Our success is due to all the great partners throughout this county that collaborate with us and each other.

I am excited to finally say that we are now able to release our "Take Your Time" training tools. We are encouraging all business owners to take part in this effort and to train your employees on all of the amazing events and activities we have throughout Garfield County. Our goal is to have all businesses become "Take Your Time" certified!

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As we keep the "Take Your Time" theme and incorporate a new concept—"Day Trips For Days"—we are excited to highlight the many day trips you can take from any community county-wide. This initiative will be a great tool for itinerary development and getting folks to experience one more thing, enjoy one more place and leave a few more dollars in the county.

In 2017, the Garfield County Office of Tourism was awarded a cooperative marketing grant from the State of Utah in the amount of \$ 175,500 for a strategic marketing campaign featuring a variety of mediums. This money is a dollar-for-dollar grant match and essentially doubles our entire out-of-state marketing budget. Each year, we continue to add dollars to our in-state marketing campaigns. These funds have been beneficial in extending our shoulder season and increasing an overall brand awareness statewide.

The tourism board helped fund 21 events and contributed \$50,000 towards marketing and tourism infrastructure efforts. Events help keep our communities thriving, and marketing grants and infrastructure have played a major role in giving communities an opportunity to put their best foot forward to market their assets.

2018 should be another banner year!!! Let's continue to get folks to "Take Their Time" in Garfield County—to pay and play!!

Falyn Owens

Falyn Owens

2017 YEAR IN REVIEW

Bryce Canyon
National Park
Visitors:

UP 35.5%



Tourism-Related
Tax Revenue:
UP 7.5%



DAY TRIPS FOR DAYS AD CAMPAIGN

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The “Day Trips for Days” ad campaign launched in 2017, as a continuation of the “Take Your Time” ad campaign, has brought incredible success to the community. The wide-ranging campaign featured billboards, print ads, pandora commercials and more. This campaign continues to promote Garfield County as a land of adventure and highlights why visitors should take a step off the beaten path and explore more of the area—not just the top destinations.

In conjunction with the ad campaign, five YouTube videos were created to

highlight some of the itineraries that feature a day's worth of activities one can do in Bryce Canyon Country. For the past month, the videos were shortened down and featured as TV commercials.



MARKETING MATERIALS

TRAVEL GUIDE



15,262 TRAVEL GUIDES

Distributed (January - October)

TOP 5 STATES

1. California	1,437
2. Texas	817
3. Florida.....	716
4. Arizona.....	677
5. Wisconsin.....	585

COMMUNITY SALES TAX

UP

0.2%	BOULDER
5.9%	PANGUITCH
7.7%	BRYCE CANYON
24.1%	ESCALANTE
8.9%	TROPIC

WEBSITE



236,607
TOTAL VISITORS

TOP 10 NATIONS

1. United States	179,798
2. Canada	10,677
3. United Kingdom	3,494
4. Germany	2,495
5. Netherlands	2,218
6. Australia	1,992
7. France	1,880
8. Italy	1,015
9. Switzerland	827
10. Belgium	800

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TOP 10 STATES

1. Utah	48,837
2. California	35,511
3. Arizona	10,065
4. Nevada	8,138
5. Texas	5,862
6. New York	5,699
7. Colorado	5,570
8. Washington	4,577
9. Florida	4,437
10. Illinois	3,962

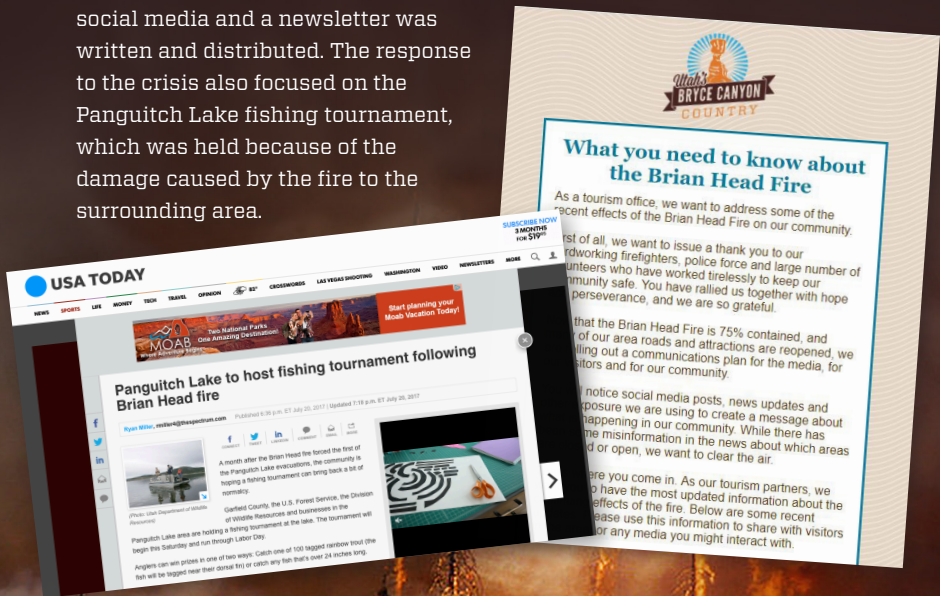
37%

ACCESS THE
WEBSITE ON A
MOBILE DEVICE

BRYCE CANYON COUNTRY

Fire Crisis

Garfield County faced an unexpected crisis during 2017 when a fire broke out near Brian Head in June, impacting local business and tourism. To manage the fire crisis and to provide information to the public, press releases regarding the fire were written and pitched to the media. In addition, updates were posted on social media and a newsletter was written and distributed. The response to the crisis also focused on the Panguitch Lake fishing tournament, which was held because of the damage caused by the fire to the surrounding area.



Garfield County teamed up with Cedar City to produce a video regarding the Brian Head fire. The video, "A Message from Brian Head and Panguitch Lake, Utah," was posted on YouTube and Facebook. It illustrates the resilience of the community, emphasizes the beauty of the area, highlights the various activities available and encourages individuals to come make memories. The video achieved a Facebook reach of 56,313.



Social Media

One of the efforts of the Brian Head fire crisis response was social media. A total of 11 posts were written about the fire and Panguitch Lake fishing tournament. The posts provided updates on the status of the fire, highway closures and the fishing tournament. Here are the three most successful posts:

- June 22 - This post reached 2,652 people with 27 reactions, comments and shares, along with 132 post clicks.
- July 25 - This post reached 3,072 people with 704 video views, 38 reactions, comments and shares, along with 84 post clicks.
- August 7 - This post reached 2,385 people with 49 reactions, comments and shares, along with 132 post clicks.



News Coverage

- The Spectrum
- St. George News
- KSL
- USA Today
- The Salt Lake Tribune
- Cedar City News
- VisitCedarCity.com

Bryce Canyon Country
Published by Adam Baum 11 · August 7 · 48

Thank you to all of our wonderful firefighters who worked so hard to protect what we love and call home. #BryceCanyonCountry #BrianHeadFire #Utah #PC_PanguitchLakeGeneralStore

Get More Likes, Comments and Shares
Boost this post for \$75 to reach up to 20,000 people.

2,385 people reached

49 Reactions, Comments & Shares

42 Like	42 On Post	0 On Shares
4 Love	4 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	0 On Post	1 On Shares

22 Post Clicks

9 Photo Views	6 Link Clicks	13 Other Clicks #
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Bryce Canyon Country
Published by Adam Baum 11 · June 22 · 48

BRIAN HEAD FIRE: A wildfire started on June 17 near Brian Head, Utah. The cause of the fire is still under investigation. Highway 143 is currently closed on both ends. Panguitch is still open, the Balloon Festival in Panguitch and the Astronomy Festival in Bryce Canyon are both still scheduled to happen. Updates on the fire can be found below.

Utah Wildland Fire Information
Interagency Website: Utah's source for up-to-date information on wildfires, fast reduction projects, fire restrictions, fire recruitment, training guidelines, and information and tips for the homeowner living in the wildland-urban interface.
UTAHFIREINFO.GOV

Get More Likes, Comments and Shares
Boost this post for \$75 to reach up to 17,000 people.

2,652 people reached

27 Reactions, Comments & Shares

7 Like	7 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
0 Wow	0 On Post	0 On Shares
7 Sad	7 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
10 Shares	0 On Post	10 On Shares

132 Post Clicks

0 Photo Views	87 Link Clicks	76 Other Clicks #
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NEGATIVE FEEDBACK

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Bryce Canyon Country
Published by Adam Baum 11 · July 25 · 48

Communities Prevail After the Brian Head Fire: Watch this video to see how Brian Head and Panguitch Lake, Utah have bounced back! Don't miss out on a great summer adventure this year at these beautiful and adventurous locations!

01:32

Get More Likes, Comments and Shares
Boost this post for \$75 to reach up to 16,000 people.

People have watched this video for a total of 213 minutes

84 Post Clicks

16 Clicks to Play #	0 Link Clicks	68 Other Clicks #
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page



Marketing Activity



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PRINT ADS

- Sunset Magazine
- AAA Western Magazine Network
- Good Sam Utah Adventure Journal
- Adventure Utah
- Adventure Utah Kids
- International- The Utah Guide
- Adventure Outdoors Magazine
- Travel Planner Guide
- Utah.com Magazine

TELEVISION

- Cox Media - Las Vegas DMA
- Comcast - Salt Lake DMA
- KUTV

OUTDOOR

- Digital Outdoor Billboards

ONLINE MARKETING

- Website updates and additions
- Blogging
- Search Engine Marketing
- Retargeting
- Email Marketing
- International Tour Operator Newsletter
- Facebook Ads
- YouTube Pre-roll
- Utah.com
- Goutah.com
- Goarizona.com
- Sunset Magazine Digital
- Pandora in Southern California, Las Vegas, and Phoenix



SOCIAL MEDIA

Social media plays a key role in promoting an area for visitors and trip planners. Garfield County utilized Facebook, Instagram and Twitter to share trip ideas, highlight unique activities and ignite desire to experience Garfield County. These social pages showcase the beauties and variety of places Garfield County has to offer through meaningful posts and extraordinary images reaching people from across the United States and around the world.



CONSUMER SHOWS

- Prestige Travel Fair | Las Vegas, NV
- LA Travel and Adventure Show | Long Beach, CA
- Travel and Adventure Show | San Diego, CA
- The Big Outdoor Expo | Orem, UT
- International Sportsmen's Expo | Sandy, UT
- Sunset Celebration Weekend | Sonoma, CA
- Adventure and Gear Fes | Snowbird, UT



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Come Experience the Bryce Canyon Fly-In & Car Show

The annual Bryce Canyon Fly-In and Car Show takes place **Saturday, August 26** from 8:00 a.m. to 3:15 p.m.



Schedule and Details

8:00 to 9:30 a.m.

- Visit Bryce Canyon National Park. Shuttle rides into the park and tickets are available at Ruby's Inn.
- Check-in to the car show.

10:00 a.m.

INTERNATIONAL NEWSLETTERS

In 2017, Garfield County sent monthly newsletters to over 859 international tourism professionals. The newsletters are a key communication piece to keep professionals up-to-date and interested in bringing their customers to see the many natural wonders and activities in Garfield County.

BRYCE CANYON COUNTRY

ACTIVITY CHEAT SHEET

BYRCE CANYON AREA

HIKING

Trail 1 (1.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a very easy trail and is perfect for families.

Trail 2 (2.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a moderate trail and is perfect for families.

Trail 3 (3.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a challenging trail and is perfect for families.

MOUNTAIN BIKING

Trail 1 (1.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a very easy trail and is perfect for families.

Trail 2 (2.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a moderate trail and is perfect for families.

Trail 3 (3.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a challenging trail and is perfect for families.

PHOTOGRAPHY

Trail 1 (1.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a very easy trail and is perfect for families.

Trail 2 (2.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a moderate trail and is perfect for families.

Trail 3 (3.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a challenging trail and is perfect for families.

STARGAZING

Trail 1 (1.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a very easy trail and is perfect for families.

Trail 2 (2.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a moderate trail and is perfect for families.

Trail 3 (3.5 miles) This trail starts at the top of the canyon and goes down to the bottom. It is a challenging trail and is perfect for families.

TAKE YOUR TIME INITIATIVE

GETTING THE WHOLE COUNTY INVOLVED

In the summer of 2016, Garfield County worked to develop an internal component of the award-winning campaign called, "Take Your Time" Internal Initiative. The effort was designed to provide extra resources and tools for all Garfield County employees to better understand the range of activities and attractions offered within Bryce Canyon Country.

During 2017, Garfield County employees participate in the initiation. As county employees continued in their efforts to encourage visitors to "Take Your Time" in Garfield County, they also became involved by interacting and engaging with visitors, offering tips on what to see and suggesting new activities to participate in.

As the "Take Your Time" Internal Initiative has been implemented, employees are now more engaged when interacting with visitors, which has created a better experience for all. Due to the success of the initiative, the program will continue in 2018 and adapt to meet new needs.

QUICK ANSWERS GUIDE

REMOTE GARFIELD COUNTY

WHAT DOES "TAKE YOUR TIME" MEAN?

It means taking your time to enjoy the beauty of the outdoors. It's about slowing down and appreciating the moment.

WHAT DO I NEED TO BRING MY OWN EQUIPMENT TO LAKE POWELL?

You will need a fishing license, a fishing rod, and some bait. You will also need a cooler to keep your catch fresh.

WHAT ARE SOME NOT-FRIENDLY ACTIVITIES THAT WE CAN DO?

Some activities that are not friendly include drinking alcohol, smoking, and using drugs. These activities are prohibited in the park.

CAN I SIGN UP FOR ANY TOURS?

Yes, you can sign up for a variety of tours including the Scenic Drive, the Paved Loop, and the Backcountry. You can find more information on the park website.

CAN I TAKE MY PETS WITH ME ON HIKES AND INTO PARKS?

Yes, you can take your pets with you on hikes and into parks. However, you must keep them on a leash and clean up after them.

WHAT ABOUT MY PETS? CAN I TAKE THEM WITH ME ON HIKES AND INTO PARKS?

Yes, you can take your pets with you on hikes and into parks. However, you must keep them on a leash and clean up after them.

TAKE YOUR TIME CERTIFIED

ASK US HOW TO TAKE YOUR TIME IN GARFIELD COUNTY

TAKE YOUR TIME

TAKE YOUR TIME

STAKEHOLDER'S GUIDE

IN-STATE ADVERTISING

In 2017, Garfield County launched the “Day Trips for Days” campaign in an effort to entice Utahns to explore Bryce Canyon Country. The goal of the campaign was to target potential Utah visitors and inspire them to visit the incredible adventures that await in their own backyard. By creating multiple itineraries, this alleviates the stress of planning their trip and allows visitors to take their time and enjoy everything that Bryce Canyon Country has to offer.



IN-STATE MARKETING

- KSL.com Ads and Banners
- Pandora Campaigns in Salt Lake and Utah Counties
- Search Engine Marketing
- Video Pre-roll
- Digital Outdoor
- TV Spots on Top Networks
- Email Marketing
- Website Optimization



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International Outreach

With so many of our visitors being international, Garfield County makes a committed effort to expand outreach in the international market. In 2017, Garfield County participated in numerous trade shows and sales missions all over the world.



UK PARTNERSHIP

- Bryce Canyon was featured in American Sky, Discover North America and Western & Oriental
- Bill Scoffield represented Bryce Canyon Country at the UK media reception where he had one-on-one discussions about the area with journalists from across the print, digital, trade and consumer media spectrums
- A Utah booth was featured on the Visit USA Pavillion at the UK's largest consumer travel show with over 45,000 visitors



TRADE SHOWS ATTENDED

- American Bus Association
- Go West Summit
- IPW
- WTM

SALES MISSIONS

- Australia
- France
- China
- Germany



CHINA

- Bryce Canyon National Park is **The Most Popular National Park at the China market** among all of Utah national parks, monuments and state parks. Almost **99.9% of the Chinese groups visit Bryce Canyon National Parks when they come to Utah**. A must see wonderland for the Chinese tourists.
- Bryce Canyon National Park's image is heavily featured among many Chinese tour operators' advertisements throughout the year.
- Chinese visitation to Utah is surging**, even as Chinese visitation to the U.S. as a whole has slowed down 10% in 2017.
- Garfield County Office of Tourism participated in the 2017 China Mission at Chengdu, Chongqing and Shanghai, organized by Utah Office of Tourism.
- Garfield County Office of Tourism conducted the ceremonial MOU signing of partnership with the tourism administration of QingChengShan and DuJiangyan Historical Irrigation system, UNESCO world heritage sites, organized by UOU China Rep. during the October 2017 China Mission.



High Speed Rail Posters in China

AUSTRALIA

- Garfield County was featured in Australia's Adventure World Program
- Garfield County was the feature photo on the Venture Far Brochure Cover. UOT has currently signed off on a BUSA/Venture Far marketing campaign.
- Garfield County was a featured package during Australia's largest retailer's consumer shows, the Flight Centre Australia.
- Garfield County was featured during the recent Visit USA Sell Your Way to the USA FAM program with top Australians winners.



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CANADA

- Garfield County was featured as part of the UOT/Flight Network campaign.
- Garfield County was featured as part of the UOT/Globus Canada campaign.
- Garfield County was added as part of Anderson's new Spectacular Canyonlands itinerary.
- Garfield County was featured as part of the UOT/iTravel2000 OTA Campaign
- Garfield County was added as an additional inclusion with Senior Tours Canada



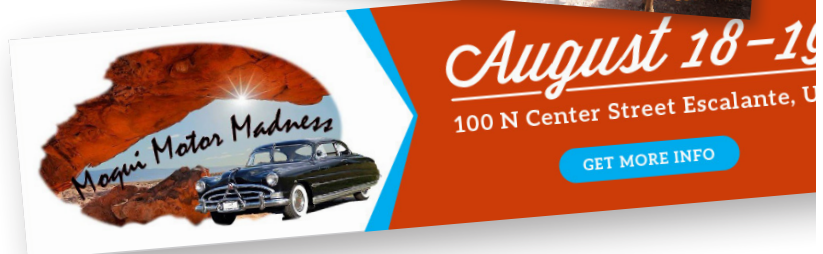
Cooperative Marketing Program

Garfield County's Cooperative Marketing Program is in its fourth year of setting aside money to help local non-profit organizations and municipalities maximize their marketing dollars.

This year, the program awarded \$50,000 to 12 entities in the county. The money helped expand out-of-area advertising campaigns and pay for other tourism-enhancement projects within the Garfield County.



COUNTY COOPERATIVE MARKETING PROGRAM	AWARDED
Escalante Canyons Art Festival	\$11,000.00
Escalante-Boulder Chamber	\$4,550.00
Scenic Byway 12	\$1,316.25
Town of Hatch	\$1,376.75
Panguitch Quilt Retreat	\$2,500.00
Panguitch City	\$7,000.00
Panguitch Main Street	\$13,000.00
Bryce Canyon Half Marthon	\$2,762.50
Escalante Canyons Marathon	\$2,000.00
Bryce Canyon City	\$3,000.00
Boulder Community Alliance	\$994.50
TOTAL \$50,000.00	

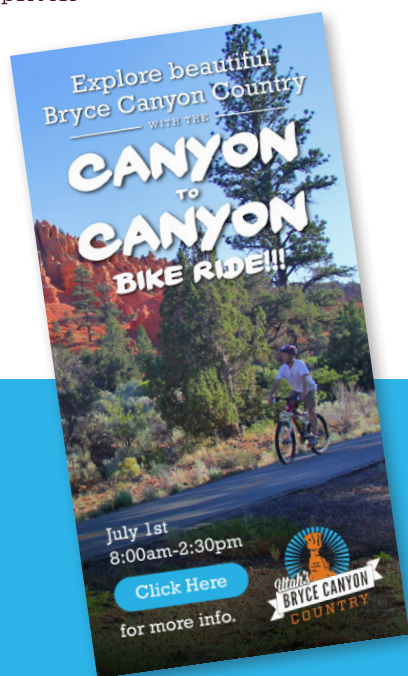


Tourism Bureau Funded Events

In addition to the Cooperative Marketing Program, Garfield County also granted another \$60,000 to community events through the Event Funding Program. This is an increase of 9 percent from last year's total, demonstrating the positive attention and success that this program has brought to the county. Money from the program is used to provide financial support for important community events that boost local businesses and draw positive attention to tourism attractions. These funds are generated by the county's transient room tax.

EVENT	AWARDED
Boulder Arts Council- Writing Conference	\$2,000.00
Boulder Heritage Festival	\$3,000.00
Boulder Community 4th of July*	\$2,000.00
Bryce ATV/UTV Rally	\$2,500.00
Bryce Canyon Half Marathon	\$3,000.00
Bryce Canyon Mule Days *	\$3,000.00
Bryce Canyon Music Camp	\$3,000.00
Canyon 2 Canyon Bike Ride*	\$3,000.00
Color Me Fun Run	\$2,500.00
Escalante Car Show- Moqui Motor Madness	\$3,000.00
Escalante Canyons Marathon	\$3,000.00
Escalante Canyons Art Festival	\$3,000.00
Escalante Family Working Ranch Rendezvous	\$3,000.00
Futurity/Barrel Race*	\$2,000.00
National Senior Pro Rodeo Finals	\$3,000.00
National Senior Pro Rodeo Qualifying Event*	\$3,000.00
Panguitch Lake Fall Festival	\$2,000.00
Panguitch Lake Ice Fishing Derby	\$3,000.00
Panguitch Quilt Retreat	\$3,000.00
Panguitch Truck Show	\$3,000.00
Panguitch Valley Balloon Rally	\$3,000.00
TOTAL	\$58,000.00

*New for 2017



Social Media Stats

The goal for Garfield County's social media in 2017 was to increase the number of followers on each platform and the number of meaningful engagements and interactions. This goal was accomplished by creating interactive posts that educated and enlightened online users through great images, phrases and hashtags. Among Facebook, Twitter and Instagram, over 3 million people were reached with over 19,800 of quality interactions with the posts.



Facebook

19,827 total followers
11% INCREASE from last year



Top countries

United States..... 16,844
Canada..... 678
France..... 351
Italy..... 336
Germany 239



Top Cities

Los Angeles, CA 1,459
Las Vegas, NV..... 928
Salt Lake City, UT 639
Ogden, UT 435
Bakersfield, CA 348



Twitter

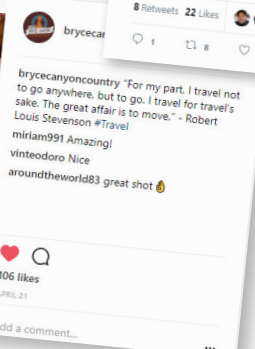
775 Followers
13% INCREASE from last year



Instagram

553 Followers
24% INCREASE from last year

16



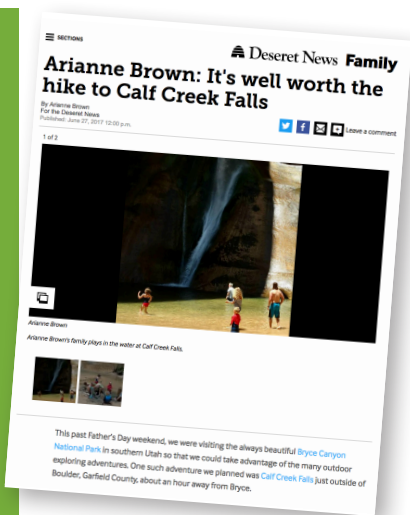
Public Relations & Media Exposure

An important aspect of any tourism campaign is the implementation of effective public relations efforts. This year, Garfield County has been involved in distributing press releases, story pitches, pre-written content and blog posts.

Generating organic media content has been a major focus in 2017, as studies show that 92 percent of consumers trust earned media. For this reason, the value of earned media is immense.

Throughout 2017, Garfield County has been featured in numerous local, national and international news publications. Here are a few examples of the many publications that featured Garfield County this year:

- Forbes
- Only in Your State
- KSL
- Deseret News
- The Spectrum
- St. George News
- The Independent
- KUTV
- Utah Business
- KOA
- Yahoo News



FAM TOURS

Garfield County hosted 15 Journalists to various parts of Garfield County and we hosted 20 Travel Trade Fam for International Operators expanding their Garfield County Product offerings.



BRUCE CANYON COUNTRY

Global Cafeteria Program

The Cafeteria Program is currently in its fourth year and was designed to provide the Utah Office of Tourism (UOT) and its partners with strategic marketing tactics. This program works in conjunction with Brand USA, a national organization dedicated to promoting the United States as a premier travel destination.

The objective for the Global Cafeteria Program is to drive awareness, consideration and activation for Utah in markets where Brand USA is present and to grow Utah's overall reach in the United Kingdom, Germany, Canada, Australia and China.

The Garfield County Tourism Office provides assets needed to advertise and promote messages in international locations. Through this program, we see our brand reaching audiences all over the world. Garfield County has included a few examples of some of the favorite projects that were made possible with this partnership.

ALASKA AIRLINES MAGAZINE

The ads featured in the Alaska Airlines Magazine included information on Bryce Canyon National Park, the scenic Byways, Red Canyon and more. The magazine has the potential to reach 2.2 million passengers per month. The main markets include Los Angeles, Seattle, Portland, San Francisco and Anchorage, Arkansas.

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DELTA SKY MAGAZINE



2017 YEAR IN REVIEW

TripTuner is a way to choose your ideal vacation by “tuning” the types of activities you enjoy most. The information in Triptuner included information on stargazing at Bryce Canyon, Highway 143 and Kodachrome Basin. TripTuner is hosted on the BrandUSA website and is a method to allow users to easily find information about Bryce Canyon Country and eventually guide users to the website.



For four weeks in 2017, Utah, including Garfield County, featured a tip in the Air Canada newspaper, called The Globe and Mail. The newspaper is distributed in the first-class cabin, capitalizing on high net individuals and frequent flyers. On average, the newspaper has a distribution of 39,240 people per two weeks.



2017 INSPIRATION GUIDE





GARFIELD CO.

BY THE NUMBERS

2.3
MILLION

VISITORS to
BRYCE
CANYON
NATIONAL
PARK

\$2,930,167

TOTAL
TRAVEL-RELATED
TAX REVENUE

#2 IN THE STATE
TOURISM RELATED JOBS

21

AVERAGE
DAILY ROOM RATE
\$105



TRANSIENT
ROOM TAX

\$1,801,303

53.7% PRIVATE
JOBS
TOURISM RELATED

979

LEISURE &
HOSPITALITY JOBS

GARFIELD CO. POPULATION



5,190

ROAD to MIGHTY

In 2017, Garfield County benefited from Utah's "Road to Mighty" campaign, which was launched in 2016. This campaign focuses on rural tourism and accessing Utah's national parks through epic road trips across Utah.

The "Road to Mighty" campaign includes 20 itineraries of all different lengths to help encourage and inspire visitors to come to Utah and see more of Utah. This campaign highlights the lesser-known state parks, scenic drives, national sites and other attractions that make up the space in between the famous "Mighty 5."

NATIONAL PARKS ANNUAL VISITORS

Zion	4,143,878
Bryce Canyon	2,447,909
Arches	1,299,799
Capitol Reef	1,081,799
Canyonlands	525,260

Looking Ahead to 2018

For 2018, the Utah Office of Tourism awarded Garfield County Office of Tourism another cooperative marketing grant for out-of-state advertising. The dollar-for-dollar match combined with Garfield County's own advertising budget will total more than \$350,000 for advertising and marketing outside of Utah.

For this reason, the Garfield County Office of Tourism is already in the process of preparing for another successful year. The 2018 year is going to be split into two different campaigns. The first half of the year will continue to focus on the "Day Trips for Days" campaign from 2017. The second half will feature a new adventure campaign.

The "Day Trips for Days" campaign does not replace the successful 2016 "Take Your Time" campaign, but serves as a complement to all existing efforts. The continued campaign for "Day Trips for Days" includes creating a microsite, reusing videos and itineraries, writing new content and posting on social media. The microsite will act as the main hub for videos, itineraries and content used for "Day Trips for Days."

In addition to these efforts, digital and print advertisements will be used for the first half of the year and part of the second half. The advertisements will push our audiences to the microsite, where viewers can learn more to help plan their day trips to Bryce Canyon Country.

The upcoming adventure campaign takes a new route than the "Take your Time" campaign. The adventure campaign's target audience is families with older children and individuals who enjoy more adventurous activities. Some activities to be highlighted include mountain biking, canyoneering, rock climbing, rappelling and more. The campaign efforts include photography, video, content and social media. Filming and photography for the campaign starts in spring of 2018.

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Along with these two campaigns, Garfield County Office of Tourism is creating a partners page on its website to provide both major and local updates regarding the area. An app is also being created to act as a personal guide to visitors. Garfield County believes that all of these efforts will add to its ongoing success.

Along with the two campaigns, Garfield County Office of Tourism will continue to fund events and marketing grants on a local level. The hope is that any qualified entities will take advantage of these dollars. The tourism office is also ready to train employees on the "Take Your Time" campaign to elevate the experience in Garfield County. A quiz and some fun prizes will be available to employees that participate.

Here's to another great year in 2018!



BRYCE CANYON COUNTRY



P.O. Box 200 | 55 South Main | Panguitch, Utah 84759

800-444-6689 | brycecanyoncountry.com